



# Press Release

## FOR IMMEDIATE RELEASE

### TELEVISA CO-PRODUCED SITCOM, "AMOR MIO", DEBUTS TO ENTHUSIASTIC VIEWERS ON MEXICAN PRIMETIME

#### CAPTURES IMPRESSIVE 40% OF AUDIENCE SHARE

Mexico, D.F., August 24, 2006—Grupo Televisa, S.A. ("Televisa"; NYSE:TV; BMV:TLEVISA CPO) announced today that it has successfully launched a new Spanish-language television sitcom entitled "Amor Mio" on Mexican primetime. The 30-minute show, with an initial commitment of 150 episodes, has been received with widespread critical and viewer acclaim. The show features some of Televisa's biggest stars. In its debut evening on August 14, IBOPE, Mexico's leading independent rating service indicated that the sitcom captured 40% of viewers across the country and has maintained the same level since—a nearly unprecedented percentage for a primetime situational comedy. The show airs in Mexico Monday to Friday from 8:00 to 8:30 p.m. on Televisa's flagship network, Channel 2.

"Amor Mio" is a co-production between Televisa and an Argentinean consortium formed by the Cris Morena Group S.A. and Medios y Contenidos Producciones S.A.

Televisa owns the distribution rights for the program in Mexico and certain other territories in Europe, Latin America and Asia, while the consortium owns the distribution rights for the United States, Puerto Rico, and other territories.

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*Grupo Televisa, S.A., is the largest media company in the Spanish-speaking world and a major participant in the international entertainment business. It has interests in television production and broadcasting, production of pay television networks, international distribution of television programming, direct-to-home satellite services, publishing and publishing distribution, cable television, radio production and broadcasting, professional sports and live entertainment, feature film production and distribution, and the operation of a horizontal internet portal. Grupo Televisa also owns an unconsolidated equity stake in Univision, the leading Spanish-language media company in the United States, and in La Sexta, a free-to-air television venture in Spain.*

#### Televisa Investor Relations Contacts:

**Michel Boyance / Alejandro Eguiluz**  
Tel: +52 (55) 5261-2445  
Fax: +52 (55) 5261-2494  
[ir@televisa.com.mx](mailto:ir@televisa.com.mx)

#### Media Relations Contacts:

**Manuel Compean**  
Tel: +52 (55) 5728-3815  
Fax: + 52 (55) 5728-3632  
[mcompean@televisa.com.mx](mailto:mcompean@televisa.com.mx)

**Lin Wu/Jeremy Fielding**  
Kekst and Company  
Tel: +1 (212) 521-4800